
Director's Report - DRCI

May 2021

Entrepreneur Program Update

- **STARTUP companies in Program**
 1. RightNowHelp
 2. BeachBiscuit
 3. LapApp
 4. Robox Systems
 5. PrismUV (American Air & Water)
 6. The Bullet
 7. BeGood Gardens
- **GROWTH companies in Program**
 1. Greenbug
 2. Old Town Bluffton Inn
- **HEROES companies in Program**
 1. Pourzilla
 2. Velontra
 3. OPFOB
 4. TalkOne Radio
 5. Legal Notification Services
- **PRESTART Program starting in June**

HEROES Program Update

- **HEROES Program Launch on May 20th**
- **90 Attendees**
- **Speakers:**
 - Mayor Sulka- Proclamation of Bluffton HEROES Day
 - Major General Grimsley (Secretary of SC Department of Veterans Affairs)
 - Julie Kunkle (SC Department of Commerce for Innovation Programs)
 - Kevin Ryan- HEROES Program mentor
 - Matt Gulick- HEROES Program mentee

Program Pipeline KPIs

- 82 leads
- 30 Opportunities
- 14 closed customers

Membership KPIs

- 114 Members before Resiliency
- 761 Resiliency Plan
- **876 Total Members of DRCI**

Hardeeville Partnership

- Ongoing weekly review meetings
- Developing scholarship program
- May 13th – Completed Business Ambassador meeting at The HUB
- LapApp- Hardeeville customer in STARTUP Program

Economic Development

- Project Mercury continues to be on hold
- Meeting with Kim Epley (SVP of Mercury)

Marketing / Operations

- Hired replacement for Jessica, Marketing and Operations Manager.
 - Start date June 7th for Kristin Ling
- Boosted membership ads on Social Media to drive increased results
- Increased focus on GROWTH program marketing to drive higher participation